

WORKSHOP

SATURDAY, 12 APRIL: 8:30AM-10:00AM (ROOM: ACOMA)

REDUCING GENERATIONAL FRICTION TO INCREASE COLLABORATION

Ken Beller (Near Bridge, Inc.)

Drop a team of American scientists into a technology meeting in Tokyo or Russia without a translator and little collaboration is likely to occur. Effective team collaboration requires effective communication and effective communication requires a common language and an understanding of each other's values. Surprisingly, most of us face a challenge similar to this every day without even realizing it. Today's workforce is made up of more diverse generational values than at any time in history—and these generations communicate, view the world, and make decisions very differently. For effective communication and collaboration to occur, these differing values must be understood and respected. Traditional age-based demographic research analyzes past behavior in the attempt to predict future behavior. Unfortunately, this analysis method is seriously flawed, because past behavior does not drive future behavior. Behaviors are not drivers; they are responses to emotions that are activated by a person's consistent and lasting set of core values. Based on the highly praised book, *The Consistent Consumer: Predicting Future Behavior Through Lasting Values*, this session will present the results of four-years of research into the core values of age-based demographic groups and will examine the socio-cultural themes and icons that have shaped five generations termed "Value Populations." At the end of this session, participants will understand the values and intergenerational differences held by each unique Value Population and will be able to reduce intergenerational friction between team members, work more closely with each other, and produce effective collaboration and bottom-line results.